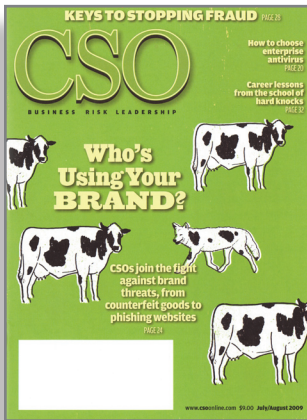




# 2010 CSO Print Advertising Rates

Print Advertising Rates (effective October 1, 2010)



B&W Ads, Page	1x	6x	12x	18x
Full Page	\$10,815	\$10,550	\$10,290	\$10,055
1/2 Page	\$7,030	\$6,860	\$6,690	\$6,535

## Publication Advertising Rates

### Color Charges

TWO-COLOR

Additional \$2,300 (two-color indicates process color only; PMS or three-color process billed at four-color rate).

FOUR-COLOR

Additional \$3,225

METALLIC INK/FIFTH-COLOR (PMS)

Two-, three- and four-process colors plus metallic:

B&W rate plus four-color rate plus \$2,675 extra per page.

One-process color plus metallic: B&W rate plus four-color rate per page.

### Premium Position Charges

### Premium\*

Second Cover	20%
Third Cover	10%
Fourth Cover	20%
First 30 pages	20%
Other requested position	10%

\*earned page rate plus color

### Spreads

Two times the earned page rate

### Circulation

27,000 (controlled and paid)

### Publication Frequency

10 issues per year

### Agency Commission

15% commission to recognized agencies

